

No. 39, 2nd Floor, United Mansion,
Mahatma Gandhi Road,
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CIN : U75112KA1964SGC001526



Karnataka State
Handicrafts Dev. Corp. Ltd.

(A Govt. of Karnataka Undertaking)
Date: 08.09.2017

KSHDC/MKTG/1) 342/2017-18

The Senior Manager / Manager of all
"Cauvery" showrooms.

Dear Sir,

Sub: Introduction of Cauvery Loyalty cards and Cauvery Gift Cards.

The Corporation is pleased to introduce Cauvery Loyalty Cards and Cauvery Gift Cards for issue and sale respectively to the valued customers visiting various Cauvery showrooms. The Cauvery Loyalty Cards are categorised as :

- a. Cauvery Silver Cards.
- b. Cauvery Gold Cards.
- c. Cauvery Platinum Cards.

The Cauvery Gift Cards are introduced for sale at various Cauvery showroom in the denomination of Rs.1,000/-, Rs.2,000/- and Rs.5,000/-.

The salient features of these cards are as detailed below.

1. The scheme is named as "CAUVERY REWARD PROGRAM" - Under this program the valued customers visiting "Cauvery" showrooms will be registered with their mobile numbers and also with a manual application form made available in the showroom. Spot registration of customers will be made for every purchase and will be communicated through an SMS alert.
2. As many as three types Loyalty Cards will be issued to the customers depending upon the transaction limits as fixed.
 - a. Platinum Card - For every transaction of Rs.3.00 lakh and above, in 12 months from the date of registration/issue of cards, the customers will be issued the platinum cards, which will resemble platinum in colour.
 - b. Gold Card - For every transaction of Rs.2.00 lakh and above, in 12 months from the date of registration/issue of cards, the customers will be issued the gold cards, which will resemble gold in colour.
 - c. Silver Card - For every transaction of Rs.25,000/- up to Rs.1.99 lakhs, in 12 months from the date of registration/issue of cards, the customers will be issued the silver cards, which will resemble silver in colour.

3. The points which will be named as "CAUVERY REWARD POINTS" will be credited to the "Cauvery Loyalty Cards" as detailed below :
 - a. The "Cauvery Rewards Point" account will be opened instantly on registration and first purchase itself.
 - b. The "Cauvery Loyalty Card" will be issued to the customer on reaching a minimum cumulative purchase value of Rs.25,000/- (Silver Card).
 - c. 1 Cauvery Reward Point will be treated and accounted as Rs.10/-
 - d. For every purchase of Rs.1000/-, 5 points will be rewarded and credited instantly to customers account. Similarly, the formula holds good for any amount of purchases made by the customer and accordingly the Cauvery Reward Points will be credited not exceeding the 5% of the invoice value (Pre-tax).
4. The minimum Cauvery Reward Points required for redemption by the customer will be 50. On reaching of minimum accumulated purchase value of Rs.10,000/-, the customer is at liberty to continue for accumulation of points or go for redemption. The redemption of accrued points will be allowed only be adjusted in the sale bills of the customers. One Time Password (OTP) will be sent to the registered mobile number of the customers for verification before approving the redemption.
5. The registered customers holding Cauvery Loyalty Card will be given SMS and email alerts about the Cauvery discount sales, exhibitions, seasonal offers, arrival of newer designs/varieties for sale etc.
6. Similarly, CAUVERY GIFT CARDS will also be introduced in the form of smart cards in the denominations of Rs.1000/-, Rs.2000/- and Rs.5000/- for sale in "Cauvery" showrooms.
7. The registered "Cauvery Loyalty Card" holder can check their points at credit in the showroom POS counter in addition to the SMS alerts already sent to them and also by logging on to website - www.customerinspire.com.
8. The "Cauvery Rewards Points" will be valid for a period of one year from the date of registration/issue of cards.
9. In respect of Cauvery Gift Cards, the validity of the prepaid cards will be three years from the date of issuance.

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The Managers of all Cauvery Showrooms shall make a note of the above and take all the necessary measures for issue of Cauvery Loyalty Cards and sale of Cauvery Gift Cards, The database/details of such card holder should be maintained at the showroom invariably and shall be furnished to Head Officer whenever asked for.

This is issued with the approval of the Managing Director.

The receipt of this letter should be acknowledged.

Thanking you,

Yours, faithfully,
For KSHDC Ltd.,


General Manager [Marketing] 8/9/17

To,

1. Senior Manager/Managers of all Cauvery showroom – for information and needful.

Copy to,

1. All the General Manager – for information.
2. O.C.